

## CONTRACT



WOIO  
1717 East 12th Street  
Cleveland, OH 44114  
(216) 771-1943

And:

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314

Contract / Revision 834949 /		Alt Order # 06370569
<b>Product</b> <b>AMERICAN CROSSROADS</b>		
Contract Dates <b>10/16/12 - 10/22/12</b>	Estimate # <b>1209</b>	
Advertiser <b>American Crossroads</b>	Original Date / Revision <b>10/11/12 / 10/11/12</b>	
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station <b>WOIO</b>	Account Executive Teresa Difuria	Sales Office Telerep-Philade
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
IDB#	Advertiser Code 11	Product Code 27
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	<b>Totals</b>	
										Type	Spots
N 1	WOIO	10/19/12	10/19/12	Let's Make A Deal	10-11a		:30			NM	1
		<u>Start Date</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> ----1--				<u>Spots/Week</u> 1	<u>Rate</u> \$1,250.00		
N 2	WOIO	10/19/12	10/19/12	David Letterman	1135p-1238a		:30			NM	1
		<u>Start Date</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> ----1--				<u>Spots/Week</u> 1	<u>Rate</u> \$750.00		
N 3	WOIO	10/19/12	10/19/12	CBS Soaps	1230-2p		:30			NM	1
		<u>Start Date</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> ----1--				<u>Spots/Week</u> 1	<u>Rate</u> \$2,000.00		
N 4	WOIO	10/19/12	10/19/12	Action News at 4p	4-5p		:30			NM	1
		<u>Start Date</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> ----1--				<u>Spots/Week</u> 1	<u>Rate</u> \$1,200.00		
N 5	WOIO	10/18/12	10/18/12	Action News at 430a	430-5a		:30			NM	1
		<u>Start Date</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> ----1--				<u>Spots/Week</u> 1	<u>Rate</u> \$200.00		
N 6	WOIO	10/19/12	10/19/12	Action News at 5a	5-6a		:30			NM	1
		<u>Start Date</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> ----1--				<u>Spots/Week</u> 1	<u>Rate</u> \$325.00		
N 7	WOIO	10/19/12	10/19/12	Action News at 5p	5-6p		:30			NM	1
		<u>Start Date</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> ----1--				<u>Spots/Week</u> 1	<u>Rate</u> \$1,500.00		
N 8	WOIO	10/19/12	10/19/12	The Early Show	7-9a		:30			NM	1
		<u>Start Date</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> ----1--				<u>Spots/Week</u> 1	<u>Rate</u> \$300.00		
N 9	WOIO	10/19/12	10/19/12	America Now	9-10a		:30			NM	1
		<u>Start Date</u> Week: 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> ----1--				<u>Spots/Week</u> 1	<u>Rate</u> \$275.00		
N 10	WOIO	10/22/12	10/22/12	Let's Make A Deal	10-11a		:30			NM	1
		<u>Start Date</u> Week: 10/22/12	<u>End Date</u> 10/28/12	<u>Weekdays</u> 1-----				<u>Spots/Week</u> 1	<u>Rate</u> \$1,250.00		
N 11	WOIO	10/22/12	10/22/12	David Letterman	1135p-1238a		:30			NM	1
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		

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834949 /	06370569	
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10/16/12 - 10/22/12	AMERICAN CROSSROADS	1209
Advertiser		
American Crossroads		
Original Date / Revision		
10/11/12 / 10/11/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays							Amount
Week: 10/22/12		10/22/12	10/28/12	1-----				1	\$750.00		
N 12	WOIO	10/22/12	10/22/12	CBS Soaps	1230-2p		:30			NM	1 \$2,000.00
Week: 10/22/12		10/22/12	10/28/12	1-----				1	\$2,000.00		
N 13	WOIO	10/22/12	10/22/12	Action News at 4p	4-5p		:30			NM	1 \$1,200.00
Week: 10/22/12		10/22/12	10/28/12	1-----				1	\$1,200.00		
N 14	WOIO	10/22/12	10/22/12	Action News at 430a	430-5a		:30			NM	1 \$200.00
Week: 10/22/12		10/22/12	10/28/12	1-----				1	\$200.00		
N 15	WOIO	10/22/12	10/22/12	Action News at 5a	5-6a		:30			NM	1 \$325.00
Week: 10/22/12		10/22/12	10/28/12	1-----				1	\$325.00		
N 16	WOIO	10/22/12	10/22/12	Action News at 5p	5-6p		:30			NM	1 \$1,500.00
Week: 10/22/12		10/22/12	10/28/12	1-----				1	\$1,500.00		
N 17	WOIO	10/22/12	10/22/12	The Early Show	7-9a		:30			NM	1 \$300.00
Week: 10/22/12		10/22/12	10/28/12	1-----				1	\$300.00		
N 18	WOIO	10/22/12	10/22/12	America Now	9-10a		:30			NM	1 \$275.00
Week: 10/22/12		10/22/12	10/28/12	1-----				1	\$275.00		
N 19	WOIO	10/20/12	10/20/12	Sat Early Show	9-11a		:30			NM	1 \$300.00
Week: 10/15/12		10/15/12	10/21/12	-----1-				1	\$300.00		
N 20	WOIO	10/21/12	10/21/12	CBS Sunday Morning	9-1030a		:30			NM	1 \$2,000.00
Week: 10/15/12		10/15/12	10/21/12	-----1				1	\$2,000.00		
N 21	WOIO	10/18/12	10/18/12	Let's Make A Deal	10-11a		:30			NM	1 \$1,250.00
Week: 10/15/12		10/15/12	10/21/12	---1---				1	\$1,250.00		
N 22	WOIO	10/18/12	10/18/12	David Letterman	1135p-1238a		:30			NM	1 \$750.00
Week: 10/15/12		10/15/12	10/21/12	---1---				1	\$750.00		
N 23	WOIO	10/18/12	10/18/12	CBS Soaps	1230-2p		:30			NM	1 \$2,000.00
Week: 10/15/12		10/15/12	10/21/12	---1---				1	\$2,000.00		
N 24	WOIO	10/18/12	10/18/12	Action News at 4p	4-5p		:30			NM	1 \$1,200.00
Week: 10/15/12		10/15/12	10/21/12	---1---				1	\$1,200.00		
N 25	WOIO	10/18/12	10/18/12	Action News at 430a	430-5a		:30			NM	1 \$200.00
Week: 10/15/12		10/15/12	10/21/12	---1---				1	\$200.00		
N 26	WOIO	10/18/12	10/18/12	Action News at 5a	5-6a		:30			NM	1 \$325.00
Week: 10/15/12		10/15/12	10/21/12	---1---				1	\$325.00		
N 27	WOIO	10/18/12	10/18/12	Action News at 5p	5-6p		:30			NM	1 \$1,500.00
Week: 10/15/12		10/15/12	10/21/12	---1---				1	\$1,500.00		

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Advertiser		
American Crossroads		
Original Date / Revision		
10/11/12 / 10/11/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays				Spots/Week	Rate		Amount
N 28	WOIO	10/18/12	10/18/12	The Early Show	7-9a		:30			NM	1 \$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	--1---					1	\$300.00		
N 29	WOIO	10/18/12	10/18/12	America Now	9-10a		:30			NM	1 \$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	--1---					1	\$275.00		
N 30	WOIO	10/16/12	10/16/12	Let's Make A Deal	10-11a		:30			NM	1 \$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-1-----					1	\$1,250.00		
N 31	WOIO	10/16/12	10/16/12	David Letterman	1135p-1238a		:30			NM	1 \$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-1-----					1	\$750.00		
N 32	WOIO	10/16/12	10/16/12	CBS Soaps	1230-2p		:30			NM	1 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-1-----					1	\$2,000.00		
N 33	WOIO	10/16/12	10/16/12	Action News at 4p	4-5p		:30			NM	1 \$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-1-----					1	\$1,200.00		
N 34	WOIO	10/16/12	10/16/12	Action News at 430a	430-5a		:30			NM	1 \$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-1-----					1	\$200.00		
N 35	WOIO	10/16/12	10/16/12	Action News at 5a	5-6a		:30			NM	1 \$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-1-----					1	\$325.00		
N 36	WOIO	10/16/12	10/16/12	Action News at 5p	5-6p		:30			NM	1 \$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-1-----					1	\$1,500.00		
N 37	WOIO	10/16/12	10/16/12	The Early Show	7-9a		:30			NM	1 \$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-1-----					1	\$300.00		
N 38	WOIO	10/16/12	10/16/12	America Now	9-10a		:30			NM	1 \$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	-1-----					1	\$275.00		
N 39	WOIO	10/17/12	10/17/12	Let's Make A Deal	10-11a		:30			NM	1 \$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	--1----					1	\$1,250.00		
N 40	WOIO	10/17/12	10/17/12	David Letterman	1135p-1238a		:30			NM	1 \$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	--1----					1	\$750.00		
N 41	WOIO	10/17/12	10/17/12	CBS Soaps	1230-2p		:30			NM	1 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	--1----					1	\$2,000.00		
N 42	WOIO	10/17/12	10/17/12	Action News at 4p	4-5p		:30			NM	1 \$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	--1----					1	\$1,200.00		
N 43	WOIO	10/17/12	10/17/12	Action News at 430a	430-5a		:30			NM	1 \$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		
Week:	10/15/12	10/21/12	--1----					1	\$200.00		
N 44	WOIO	10/17/12	10/17/12	Action News at 5a	5-6a		:30			NM	1 \$325.00

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Advertiser American Crossroads	Original Date / Revision 10/11/12 / 10/11/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals	
										Type	Spots
		Start Date	End Date	Weekdays				Spots/Week	Rate		Amount
Week:		10/15/12	10/21/12	-- 1 ----				1	\$325.00		
N 45	WOIO	10/17/12	10/17/12	Action News at 5p	5-6p		:30			NM	1 \$1,500.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		10/15/12	10/21/12	-- 1 ----				1	\$1,500.00		
N 46	WOIO	10/17/12	10/17/12	The Early Show	7-9a		:30			NM	1 \$300.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		10/15/12	10/21/12	-- 1 ----				1	\$300.00		
N 47	WOIO	10/17/12	10/17/12	America Now	9-10a		:30			NM	1 \$275.00
		Start Date	End Date	Weekdays				Spots/Week	Rate		
Week:		10/15/12	10/21/12	-- 1 ----				1	\$275.00		
										Totals	47 \$41,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	47	\$41,300.00	\$35,105.00
<b>Totals</b>	<b>47</b>	<b>\$41,300.00</b>	<b>\$35,105.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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